

**THE
MACARONI
JOURNAL**

**Volume 42
No. 6**

October, 1960

Macaroni
Journal



Salute to Good Eating
National Macaroni Week
OCTOBER 1960

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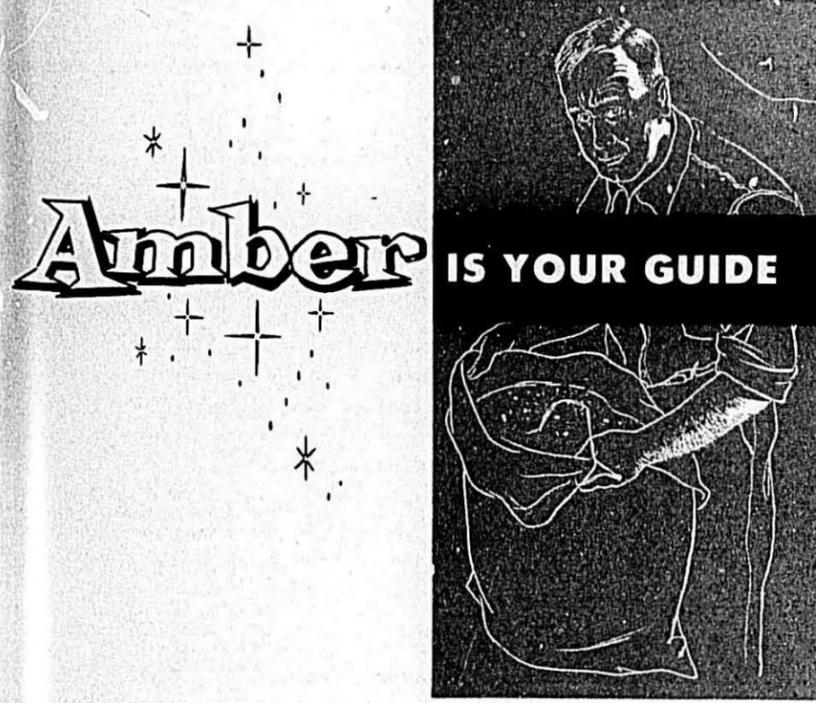
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OCTOBER, 1960

The MACARONI JOURNAL

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Cover Photo

Variety is the spice of life. Here are just a few of the many varieties of macaroni sizes and shapes on the market. Reading clockwise: contelli, medium egg noodles, lasagna, manicotti, folded fine egg noodles, margherita, marfalde, fancy egg rings, rigatoni, spaghetti, egg bows, curly lasagna, elbow macaroni, occhi di lupo and cresta di gallo.

—National Macaroni Institute photo

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THE MACARONI JOURNAL



A Salute to Good Eating

A SALUTE to the '50' in 1960" is the promotional theme being used for macaroni, spaghetti and egg noodles by the National Macaroni Institute. This idea will be carried out during National Macaroni Week, October 20-29, except that instead of individual states, the salutes will be made to the United States regionally.

The series of salutes began in the January issue of the Macaroni Journal. First came the Southeast, the eastern states of Georgia, Alabama and Florida, and local favorites were pictured as Fish Roll-Ups with Noodles and Spaghetti with Shrimp Sauce.

In February, the Pacific Coast states of California, Oregon and Washington were saluted with recipes for Parsley Spaghetti with Tuna-Olive Sauce—a good Lenten suggestion, and Sherrid Turkey in Noodle Nests. Alaska got special attention for its important contributions of seafood: especially salmon and halibut.

The Lake Regions in March, taking in the states of Michigan, Indiana, Illinois, and Wisconsin, featured lake fish, fruit and contributions from America's dairyland such as Basic Macaroni and Cheese.

The April salute was to the south-central states of Louisiana, Mississippi, Arkansas and Oklahoma. Southern style cooking is nationally renowned and Red Snappers with Noodles was topped off by Keylime Pie.

The merry month of May saw the east-central states of Kentucky, Tennessee, Ohio and West Virginia saluted with a recipe for Noodle Chicken Bake served with salad, fresh milk and strawberries.

Hearty eating in June was for the mountain states of Idaho, Montana, Wyoming, Colorado, Utah and Nevada. Rolled Roast Beef with a variety of vegetables served on delicious noodles was pictured and recipes given for Lamb and Spaghetti Curry and Old-Fashioned Beef Stew and Noodles.

In July the National Macaroni Institute saluted the four north-eastern states of New York, New Jersey, Delaware and Pennsylvania, for the excellence of the regional cooking which has developed there. Recipes for Macaroni Chicken Salad and Pennsylvania Dutch Noodles were given. An extra for the month was accorded the new state of Hawaii, and as July was Picnic Month a Hawaiian Luau with Macaroni Hawaiian Salad and Casserole of Chicken Kalakaua with Macaroni was given. It was also Hot Dog Month, and a platter of hot dogs served on a bed of noodles was pictured.

The Summer Salute for August showed outdoor eating as enjoyed in the Great Plains states of Nebraska, Kansas, Iowa and Missouri. Noodles and Beef Rolls were illustrated as typically American.

The salute to New England in September showed Spaghetti with Clam Sauce and had a recipe for New England Noodle Casserole.

Now in October, the south-western states of Arizona, New Mexico and Texas will be saluted, while next month the north-central states of North Dakota, South Dakota and Minnesota receive acclaim. The mid-Atlantic states of Virginia, North Carolina, South Carolina and Maryland rate the salute for December.

National Macaroni Week

For National Macaroni Week, a host of stories, recipes and photos are being prepared illustrating creole cookery, plantation meals, New England dinners, Pennsylvania Dutch favorites, Italian-American dishes, farm harvest specialties, Mexican recipes, and Oriental food combinations. Daily and weekly newspapers, magazines and radio-television will be covered with publicity material on food favorites from these regional areas tying in macaroni products with meats, dairy products, fish, fowl, produce and other grocery items.

A total of sixteen syndicated food writers with a combined circulation of more than 125,000,000 will receive stories plus recipes and, wherever possible, black and white photos.

The big Sunday supplements will receive recipes, specially developed for photography. The newspaper food editors will directly receive stories, recipes and photos in releases to 2,000 daily and weekly newspapers. A color photo for newspapers will also be distributed for use during this period. Special stories for specialty markets will be released through farm and Negro publications.

The news and sports pages will be utilized for stories and stunts on National Macaroni Week through individual releases and through the national wire services such as Associated Press and United Press International.

In addition to working with top radio and television personalities for Macaroni Week publicity, special scripts will be prepared for release to 800 radio food commentators, and others especially tailored for television, will go to 200 television food demonstrators.

A publicity guide for local placements has been prepared for use by members of the National Macaroni Institute. It includes suggestions for a proclamation for National Macaroni Week, newspaper releases, material for disk jockeys and radio-television home-maker shows, radio script, television script, and recipe releases. Glossy print photos are available to N.M.I. members.

A twelve-page brochure in black and yellow has been developed for distribution to the grocery trade. It is called "Use Your Noodle to Make Money!" This attractive piece shows how the macaroni industry goes all out to please shoppers on macaroni, spaghetti, egg noodles, with their appeals of versatility, nutrition, flavor and convenience. It illustrates coast-to-coast publicity and offers opportunity for documentation of powerful local level advertising.

It points out that profit-packed macaroni sells other related item foods to the tune of \$1.31, based on three simple but popular recipes. Each dollar in macaroni sales carries \$0.55 in related items.

OCTOBER, 1960

PUBLICITY HIGHLIGHTS

by Theodore R. Sills, public relations counsel, National Macaroni Institute,
at the 56th Annual Meeting, N.M.M.A.

THE theme of "Macaroni Salutes" has struck an enthusiastic response from leading newspaper food editors throughout the country and has kept the macaroni family foremost in the public eye during the first six months of 1960. The readiness with which the theme could be adapted to meet particular regional tastes and preferences has resulted in outstanding macaroni food features, a great many of which credit the National Macaroni Institute for the "Salute" program.

Supplementing our "Macaroni Salute" during the Lenten months was the cooperative promotion with the Carnation Milk Company, Spanish Green Olive Commission and the International Tuna Fish Association. This campaign has reaped tremendous results for macaroni products in all markets, both in the merchandising and publicity realms.

Significant macaroni features on a general theme have also appeared in major magazines during the six-month period, notably in women's, chain store and Negro books. And our results in nationally distributed and independent Sunday Supplements have been especially notable.

Here is a six-month summary of our activities in all media in behalf of the National Macaroni Institute.

Regional Salutes

"Macaroni Salutes": to date, our promotion has covered six regions, featuring each month the recipes, customs and food products of the key areas. Although geared to regional food interests, the releases were distributed on a national basis to newspaper editors and radio and television commentators:

January—The South East: Alabama, Georgia, Florida.
February—The Pacific Coast States and Alaska.

March—The Lake Region: Wisconsin, Illinois, Indiana, Michigan.

April—The South Central States: Arkansas, Louisiana, Mississippi.

May—The East Central States: Kentucky, Tennessee, Ohio, West Virginia.

June—The Mountain States: Idaho, Montana, Wyoming, Colorado, Utah, Nevada.

Color releases were prepared for both Alaska (February release) and Hawaii (July release) highlighting macaroni products with the foods of our newest states.



Theodore R. Sills

Because of the nature of our "Salute" promotion, we have placed greatest emphasis on exclusive releases to major market dailies, (sixteen released to date) keynoting the food products indigenous to those areas. This promotional technique has produced multi-column articles and feature space in the "Salute" states as well as in their sister states throughout the country. Following is a sampling of headline treatment received from a release featuring Southern foods:

"Macaroni, Noodle Dishes Find New Flavor Mates"—New Orleans Times Picayune; "Macaroni Dishes Southern Pets"—Syracuse Herald-Journal; Southern Cuisine reflected in Noodle Pork Chop Dish"—Galveston News; "Pork Chop Noodle Dish Has Deep South Flavor"—Fort Worth Star Telegram; "Macaroni and Fish Are Old Southern Favorites"—Jackson Times; "Delightful New Recipes Offer Traditional Southern Favorites"—Wilmington, North Carolina Star; "Pork Chop Noodle Skillet Invites Adventure in Land of Plantations"—Wheeling Intelligence; "Southern State Saluted by Macaroni Family"—Mobile Press; "Southern Style Fare Get Merited Salute"—Dallas Times-Herald; "Regional Cooking at Its Best"—St. Louis Post-Dispatch.

The final half of 1960 the National Macaroni Institute will be saluting the following areas:

July—North Eastern States: Pennsylvania, New York, Delaware, New Jersey and Hawaii.

August—Mid-Central States: Nebraska, Kansas, Iowa.

September—New England: Maine, Vermont, New Hampshire, Massachusetts, Connecticut, Rhode Island.

October—South West: Arizona, New Mexico, Texas.

November—North Central States: North Dakota, South Dakota, Minnesota.

December—Mid-Atlantic States: Virginia, North Carolina, South Carolina, Maryland.

During Lent

The Lenten Promotion in conjunction with the International Tuna Fish Association, Green Olive Commission and the Carnation Milk Company garnered excellent coverage in the nation's Press.

The publicity campaign supported a strong merchandising program in which 23,000 display posters and 84,000 recipe pads in full color were distributed to the major chains, voluntary and cooperative stores, independent supermarkets and wholesalers. Point of sale material was prepared at a cost of \$40,000 of which the Carnation Company paid \$30,000 and the olive industry, \$10,000. The Carnation sales force of 700 men called on the various outlets, and provided the basic foot power necessary to put up the in-store displays. In addition, the Carnation Company supported the promotion with television and radio advertising spots.

There were over 48 different groups of stores who received the point-of-purchase kits.

Many Releases

As of June 30, well over one hundred releases will have been distributed the first half of 1960 covering both the Lenten and Macaroni Salutes promotion. Breaking down activities into outlet categories, we have the following results by media:

There has been a round number of fifty magazine breaks from January to June, with these highlights:

Everywoman's Family Circle, March issue: "The Marvelous Macaroni Family" titled Food Editor Grace White's feature article comprising five pages, two pages in full color. Nine recipes were included along with instructions of how to cook macaroni, spaghetti and noodles. Circulation—4,302,375.

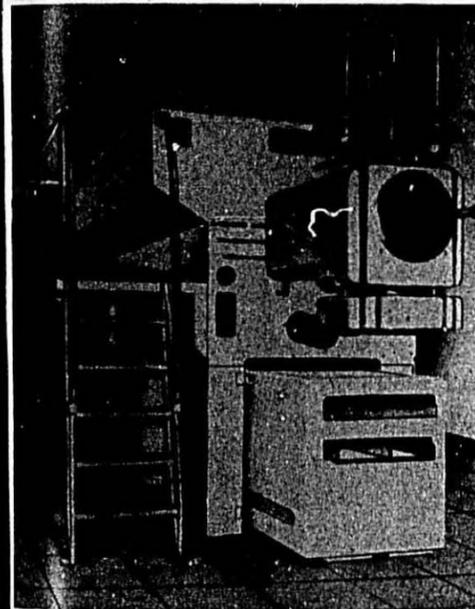
(Continued on page 24)

THE MACARONI JOURNAL

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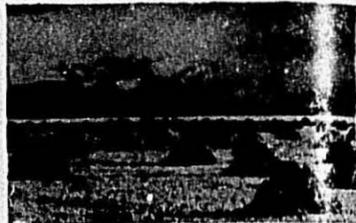
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OCTOBER, 1960

Clermont Machine Company Inc.

DURUM TRIP DIARY

by Robert M. Green, Executive Secretary,
National Macaroni Manufacturers Association



MANNY RONZONI, Al Ravarino, and I met in the lobby of the Minneapolis Airport Monday morning, August 15, en route for the Durum Field Trip.

First Day

We were met at Fargo by Don Fletcher and Gene Hayden of the Crop Quality Council. They took us out to the North Dakota Agricultural College campus, and in the Minecke Lounge of the Memorial Union we met Lloyd Skinner and his two sons, Jimmy and Lloyd, Jr. We were joined by Cam Sibald of Catell in Canada. Dean Arlon Hazen of the College came in to greet us, and Dave Bateman of their Public Relations Department took pictures for publicity purposes.

While the group went on a tour of the campus to see greenhouses, grain plots, and the cereal breeding building, I went off with Dave Bateman to run a four-minute tape for his radio show "This Business of Farming" carried throughout the Northwest. We talked about crop prospects, macaroni business, and plans for National Macaroni Week.

After Ken Lebsock, the durum plant breeder, showed the group his working facilities at the college, Len Sibblitt took over to take them through a tour of the Cereal Technology building. Here they saw how sample varieties of new grain, sometimes just a few kernels, are milled, pressed into a single strand of macaroni, and tested for various characteristics.

Coffee and doughnuts afforded us an opportunity to socialize and talk shop, and then we were off to Grand Forks.

At Grand Forks we stayed at the Westward Ho Motel, a delightful place decorated in the western motif. We had dinner at the Bronze Boot, a noted steak house, but Jimmy Skinner was loyal eating a big platterful of spaghetti.

A strong wind from the southwest kept blowing, but the night was pleasant and the stars were bright. We tried to see the satellite speeding across the sky between 10:15 and 10:45 but didn't catch it and went to bed thoroughly tired.

Second Day

We had an early breakfast and next morning at the Ryan Hotel, and set off for Gilby to visit the farm of John Scott and his son. Here was a model operation for the growing of spring wheat, durum, barley, flax, sugar beets and potatoes. We were particularly interested in their grain drying set-up, which enables the Scotts to harvest earlier if necessary, or to bring grain in from the fields with a higher moisture content than they would want to store or sell. Gas flames generate the heat which is blown into three large storage bins, raising temperatures twenty to thirty degrees but never higher than 100 to 105 degrees Fahrenheit. The Scotts farm about 3,000 acres and do a beautiful job.

Filipino Delegation

We were joined at the farm by a delegation of wheat buyers from the Philippines touring under the auspices of the North Dakota Wheat Commission. Mrs. Scott and her daughter-in-law served us all coffee and doughnuts again, and we enjoyed the pleasant surroundings of the Scott home.

We checked fields along the way and at Gilby went through the Farmers Shipping and Supply Company elevator managed by Harry Nielsen. He and his board of directors took us to the local Lutheran church where the Ladies Auxillary spread out a luncheon that would do justice to wheat threshers. In the pleasantries exchanged after lunch, the Filipinos made the comment that they enjoyed meeting the rural residents of America, while Manny Ronzoni observed that the communication between grower and processor did much to bring about a common point of view.

In the afternoon we arrived at Langdon, home of the North Dakota State Durum Show, to visit the Experiment Station. Superintendent Vic Sturlaugson and Ken Lebsock described durum breeding lines increased last winter in Mexico by the Crop Quality Council and other strains being grown for further tests. The group was joined by members of the Durum Growers Association,

President Dick Crockett, Secretary Dick Saunders, Director Jake Geritz, Tom Ridley, member of the North Dakota Wheat Commission, and several others. It was coffee-time again in the Sturlaugson household, and after the afternoon social we went out to see a couple of farms in western Cavalier County. Some of the stands we saw now were considerably shorter and sparse in the number of stalks with berries, but they told us that yields should run twenty to twenty-five bushels to the acre.

The group broke up into smaller segments, and processors rode with growers down to Devils Lake. The skies were clouding up now and there were dust swirls over fields where summer fallow had just been turned over. The wind kept blowing.

At Devils Lake the Durum Growers Association put on a dinner for the Philippine wheat delegation and the macaroni group at The Ranch, a famous eating place there. There was a lot of story-telling, shop talk, and a few informal talks after dinner, and in general it amounted to a good time by all.

Third Day

The next morning we set out for Ole Sundeen's elevator at Lakota. There were many fine fields of durum between Devils Lake and Lakota, and we stopped at several of them to get out and examine the grain. Approaching Lakota, there was a large billboard at the side of the highway which said: "You are in the heart of the most important durum producing area in America." It was Ole Sundeen's sign.

Up at his modern elevator we saw trucks of durum coming in and being unloaded. Test weights were running 60 to 62 pounds and color was good. There was some evidence of shriveling because of the extreme heats in July, but the early receipts showed nothing alarming.

We saw how the dockage tester sifts out the wild oats and extraneous grains to determine how much pure durum is in the load. Prices were posted with current market information, and the grower bringing grain in was paid on



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On the Durum Field Trip

the spot. We saw how the bins were filled and the cars going to market loaded.

At lunch time we were joined by local business men as well as growers and had a tour through the newly remodeled bank which is one of the most modern in the country.

Through the Mill

It was back to Grand Forks in the afternoon, and we stopped at the North

Dakota Mill to visit with Phil Fossen and Bill Brezden. Bill took us through the mill, showing us how the wheat is cleaned, tempered and run through the brakes. With wheels turning, belts spinning, and lights flashing on the panel boards, and nary a human around, it gave the layman a feeling of being in the fun house at an amusement park.

We all had dinner at the Bronze Boot again and caught the plane back to Minneapolis.

Visit Grain Exchange

In Minneapolis we visited the Grain Exchange to see samples on the tables and buying and selling going on in a wholesale fashion. After visiting with various mill representatives in Minneapolis we agreed we had learned a lot and that durum prospects were pretty good.



Al Ravarino and Manny Ronzoni stand in front of Ole Sundeen's sign on Highway 2 approaching Lakota.



The caravan stops at the experiment station at Langdon to see test plots of many durum varieties.



Durum breeder Ken Lebsack discusses durum with Lloyd S. Inner, Victor Sturlaugson, Don Fletcher, Manny Ronzoni, Al Ravarino and Tom Ridley.



Mr. Lebsack explains why various varieties of durum are crossed to develop new varieties. Lines of wheat going back to Emmer are grown for checks on quality control.



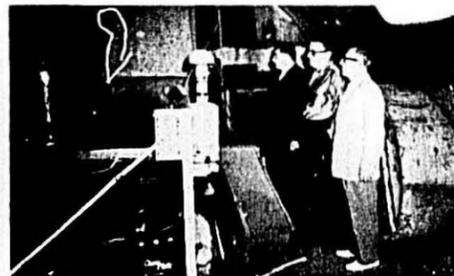
Combining in a John Scott field. Manny Ronzoni and Al Ravarino watch the trucks fill with wheat while the Skinner boys examine the combine equipment.



At John Scott's farm: Don Fletcher, John Scott, Paul Abrahamson of the North Dakota Wheat Commission, Al Ravarino, Manny Ronzoni, and Com Sibbald of the Carelli Durum Institute.



Members of the Philippine wheat delegation and the macaroni group examine storage bins on John Scott's farm.



The boys look over drying equipment used by John Scott to condition grain in storage.



Al Ravarino and Manny Ronzoni watch a dump truck unloading durum at the elevator.



Harry Nielsen of Farmers Shipping and Supply Company at Edmore demonstrates a dockage tester.



Ken Lebsack, Al Ravarino and Manny Ronzoni examine grain in the elevator.



More examinations for color, test weight, and extraneous materials are made by the group at the elevator.



L. S. Sibbitt of the Cereal Technology Department, North Dakota Agricultural College, shows macaroni manufacturers samples in the laboratory.



Mr. Sibbitt exhibits results of various laboratory tests on durum samples. New varieties must have qualities which mill and process well.

Larger Durum Supplies

The government estimate of 1960 durum wheat crop as of August 1 forecast production of 33,100,000 bushels from a planted acreage of 1,756,000 acres. If realized, the crop will exceed the 1959 output of 21,000,000 bushels by 12,100,000 bushels. Acreage was expanded in all four states—Montana nearly doubled its durum planting and North Dakota planted 33 per cent more durum this year than last. North Dakota's production is estimated at about 26,000,000 bushels, 47 per cent more than that produced in 1959. Early, the crop in most sections was favored by cool temperatures, mostly satisfactory moisture supplies, and a minimum of damage from insects and disease. High temperatures and wind during the critical period when the crop was filling, reportedly hurt the crop somewhat. However, at the present time the extent of damage done is not too clear. Planting was late this spring but the crop made good progress and was nearly even with last year by early July.

Mill Grind Up

United States mills ground 10,800,000 bushels of durum during the six-month period ended June 30. This brought the total grind for the entire 1959-1960 crop year to 21,800,000 bushels. This compares favorably with the amount ground in recent years and reflects the increased per capita consumption of durum wheat products. The average amount ground during the ten-year 1950-1959 period, is about 18,000,000 bushels annually. Again during the six-month period ended June 30, United States exporters were unable to compete with foreign producing countries. No appreciable amount of durum wheat has been exported from the United States since the 1956-1957 season. Seed requirements accounted for an estimated 2,300,000 bushels, which included about 45,000 bushels which were imported from Canada. It was estimated that cereal manufacture, feed and other uses accounted for another 1,900,000 bushels, for a total disappearance of 26,000,000 bushels during the 1959-1960 season.

C.C.C. Stocks Down

Commodity Credit Corporation is gradually working down its inventory of durum wheat through sales from its stocks and on July 1 they had a total of 7,800,000 bushels in their inventory. This compared with stocks of 11,200,000 bushels on July 1, 1959. July 1 stocks of 4,086,000 bushels were stored at Minneapolis, St. Paul and Duluth. A total of 3,747,000 bushels were stored at country elevator locations. Of the total in country elevators, 2,700,000 bushels were located in North Dakota. Very little 1959 durum was delivered to CCC

since the market price was above the loan level at most times. Sales price for No. 1 Hard Amber Durum from CCC stocks at Minneapolis and Duluth is \$2.38 per bushel during August. The 1960-crop Minneapolis terminal loan rate for No. 1 Hard Amber Durum is \$2.25 per bushel and for No. 1 Durum \$2.15.

Durum wheat marketed during the last half of the crop year was of very top quality and the great portion of the receipts fell in the sub-class Hard Amber, both at Minneapolis and Grand Forks. Seventy per cent of the Minneapolis arrivals graded 3 Hard Amber or better, and 69 per cent of those tested at Grand Forks fell into those grades.

Market gyrations

After a year of steady prices and a narrow range at that, the durum market in August showed a degree of activity that surprised many buyers.

At the start of the month South Dakota durum appeared on the market, rating well but lacking the desired color usually prevalent in the northern areas.

The Government's crop estimate which came out on the tenth declined some five per cent during July, as high temperatures forced early maturity. But crop prospects were sixty per cent better than the previous year.

Heavy Receipts

During the first week of August, semolina was quoted at \$6.05 to \$6.15 at Minneapolis, with feed selling at \$34.60 a ton. Some receipts of new crop durum from South Dakota sold at one to two cents above the \$2.37 market.

During the second week of August, Grain Market News reported 538 carlots of new crop durum moving into Minneapolis compared with 171 the week before. This dropped the price on all classes from four to six cents a bushel. Choice milling durum closed at \$2.30 to \$2.33 compared with \$2.35 to \$2.37 the previous week. Puffers paid two cents premium for top quality fancy hard amber durum. Some specialty types of durum were bringing \$2.35, and certain Montana and South Dakota types were being discounted three to five cents per bushel.

The millers went to work and sold hard with price concessions. The Northwestern Miller noted "a week-end splurge and it's all over—macaroni people have enough semolina for 120 days—probably few remaining unbooked. The market worked down ten cents during the sales drive and bounced back a full fifteen cents at the end." Semolina was quoted at Minneapolis then at \$6.00 to \$6.10 with feed at \$33.80 a ton.

Strike Complications

On August 20 the grain handlers at Duluth and Superior walked off their jobs. An embargo was imposed on shipments to port to prevent congestion. The strike was settled within a week and the embargo lifted. However, it caused a depressing price impact on the Minneapolis market where choice milling durum closed at the end of the third week in a range of \$2.27 to \$2.30 compared with the \$2.31 to \$2.34 the week before. Durum receipts on Monday, August 22, were of record proportion with 362 cars of new crop durum moving into Minneapolis.

In the last week of August, Grain Market News reported cash durum lower at the top to \$2.26, but the bottom end of the range for ordinary durum was a cent better. Offerings were down and totaled 715 cars compared with the 940 the previous week. Shipping directions improved during the month as macaroni manufacturers were back in full production building stocks for fall sales.

Harvest Slowed

Harvesting operations were slowed in northern North Dakota because of widespread rains. Up to two and a half inches fell at Langdon and Lakota on August 24 and 25. Some loss of durum color had already occurred in parts of the heavy durum producing area of northeastern North Dakota as a result of rain the previous week. At the end of the month about 25 per cent of the North Dakota durum was in swath, 10 per cent still standing, and 65 per cent safely binned. Concern was expressed about color and the possibility of sprout damage unless the weather turned warm and dry.

Canadian Crop

The Canadian durum wheat crop, down 13 percent in acreage seeded, will nevertheless be larger than in recent years. It is estimated by the Dominion Bureau of Statistics that 883,000 acres of Durum have been seeded in 1960 by Canadian prairie farmers. Last year about 1,018,400 acres were planted.

In an extensive field survey of this year's durum or "macaroni" wheat crop, the Catelli Durum Institute has found that average yield per acre will be higher than last year, more than compensating for the loss of acreage. The high yields are attributed to a good reserve of soil moisture this spring in the main durum-growing province, Saskatchewan. Early rains gave promise of the best crop ever, but July heat cut expectations. However, it is estimated that Saskatchewan durum fields will still produce 19 to 20 bushels to the

(Continued on page 26)

There is something special
about Macaroni products made from

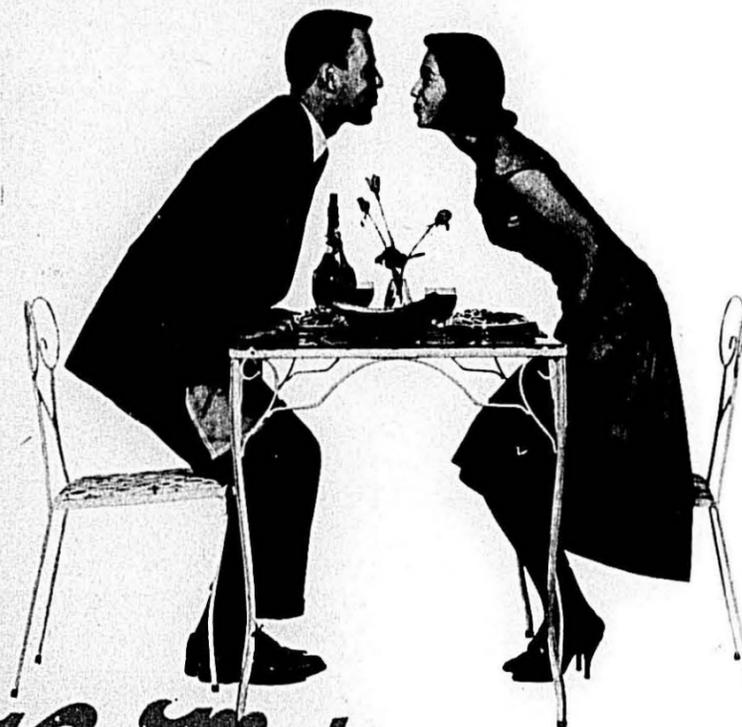
King Midas

Let's have "something special" is the phrase that is heard more and more often from New York to L. A. Let's have a different kind of meal—but with lots of appetite and health appeal. Let's have a meal that satisfies all the family all the time.

Everyone knows that macaroni products are economical—but do they know that they can be "something special" dishes too.

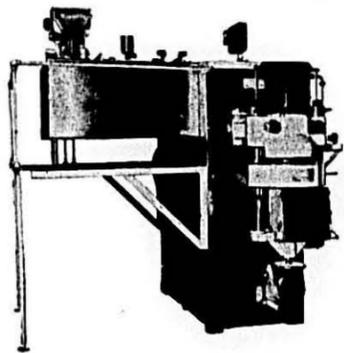
They meet all the requirements of big-family budgets to the most exacting taste of the gourmet.

To obtain that "something special" in your products use the finest—use King Midas.

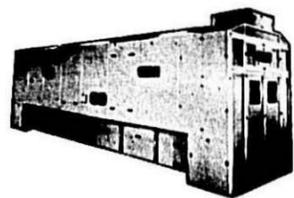


King Midas DURUM PRODUCTS

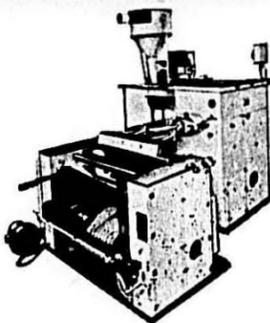
MINNEAPOLIS  MINNESOTA



Demaco—the complete line—Automatic Short Cut Presses



Demaco—the complete line—Automatic Short Cut and Noodle Dryers
Conveyers—Die Cleaners

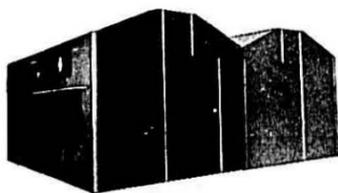


Demaco—the complete line—Automatic Long Goods Spreaders

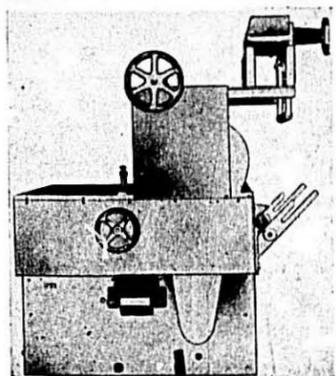
The amazing records of the macaroni industry are a tribute to the dependable productivity of machines and dryers, designed and built by Demaco, for nothing sells a product like customer satisfaction. Here at Demaco most orders are repeat orders. Now your company can improve its operating performance and product quality with new presses and dryers or by the Demaco conversions or exchange plans. Our engineering service specialists are ready to serve you—call us today.

DE FRANCISI MACHINE CORPORATION

45-16 Metropolitan Avenue, Brooklyn 37, New York
Phone EVergreen 6-9880



Demaco—the complete line—Automatic Long Goods Finish Dryers



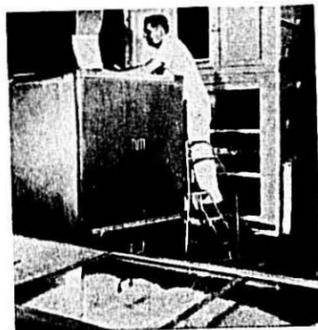
Demaco—the complete line—Automatic Sheet Formers, Noodle Cutters



Tote System of Versatile Bins for Macaroni Handling

HOW short is a short cut? In the macaroni industry, a short cut is any macaroni product that is not a long cut, or more descriptively, any macaroni product that is offered in small sizes, like elbows, shells and twists. Breakage of these short cuts is a distinct problem for the industry. A too-short cut is more of a problem than a too-long short cut. Confusing? Not intentionally. Short cut problems occur primarily in handling and packaging, where the fragile pieces tend to break. Broken elbows and shells, despite their purity and taste, do not reflect well on the manufacturer. The problem, of course, is not peculiar only to the macaroni industry. It hits the pretzel, tidbit and cookie manufacturer as well.

C. F. Mueller Company, Jersey City, one of the country's largest manufacturers of macaroni products, licked its problem of short-cut breakage by changing its method of handling. And, in solving the problem, the company achieved numerous substantial side benefits: better sanitation, labor cost reduction, time savings, improved scheduling of packaging and manufacturing, and a whopping warehouse space savings of 300 per cent or more. Other benefits included elimination of what could have been a potential need for substantial expensive conveyor systems; the reduction of maintenance costs;



C. F. Mueller employee checks nylon sleeve filter which is feeding short cut macaroni product into Tote Bin. About a ton of short cuts will be stored in the Bin until introduction into packaging line, normally within 12 to 16 hours. Tote Bins, heart of the Tote System of bulk handling, take short cuts from five manufacturing units keep the products clean and unbroken for packaging.

and operating flexibility impossible under former methods.

How did Mueller achieve all these benefits? By installing a system of material handling that centers around bulk unit containers called tote bins. Sixty-five such 14-cubic-foot aluminum containers; each capable of handling about a ton of the light density macaroni products; were installed late in 1959. Two special discharge mechanisms called tote tilts also were installed. All the equipment was engineered and fabricated by the nation's oldest and largest manufacturer of "containerized" bulk handling systems, Tote System, Inc., Beatrice, Nebraska.

The installation of the system was the ultimate outgrowth of concerted studies of operational efficiency made by Mueller. The studies were necessitated by the ever-expanding market for short-cuts. Before tote bins were installed, mobile fibre containers were used for handling short-cuts to supplement large fixed storage bins in which elbows were (and generally still are) stored. For twists, shells and rib-a-roni (a Mueller trademark for rigatoni) the largest bins were unsatisfactory because the fragile products broke too easily in discharging. The open fibre containers—movable bulk trucks—could be stored only haphazardly, and did not meet the company's ever-increasing sanitary standards. Too, dumping the short cuts from the trucks did not eliminate the breakage problem.

Mueller short-cut products are produced on eight drying units. Eighteen large storage bins are filled from these eight units by three conveyor systems. Each of these conveyor systems feeds a group of six bins. As production and the variety of products increased, the company was confronted with a serious problem. To build conveyors from each of the eight dryers for connection to each battery of fixed storage bins, would have been prohibitive in initial cost and would have resulted in an expensive, inflexible method of handling short-cut macaroni. Therefore, Mueller began to use mobile fibre containers as a temporary stopgap while the company studied the problem. Consideration of various methods of handling—always with the question of short-cut breakage in mind—eventually led the company to the tote system.

Flexible

First the tote system offered great flexibility with minimal labor expense



Inventory control is a simple matter with Tote Bins. After they are carried to storage area, Bins are marked with necessary information. The apparent lengthy filling period is necessitated not by the use of the Tote System, but rather by the rate of manufacture. Also, short cuts cannot be moved too fast, lest breakage become a problem.

and relatively low capital expenditure. (The tote system is comparable to fixed storage bins in overall labor requirements.) With tote bins, each of the eight production units needed only a nylon or cotton sleeve connection for filling. The containers can be moved to any or all units with ease, and can receive product simultaneously from all eight units if necessary. At present, the bins are receiving short-cuts from five dryers. Because of the rate of production and the need for slow movement of the brittle dried food product filling takes about two hours. Meanwhile, one man can keep all production units supplied with take-up containers, can store the filled containers near their point of discharge; and can keep the products feeding continually into packaging lines.

Sanitary

Second, the tote system offered sanitation improvements. Tote bins can be tightly sealed or left open as desired. They did not leave contents exposed as

open containers do. Spillage is eliminated with the tote bins, for the macaroni feeds directly into the closed containers and cannot spill in movement. Overall sanitation improvements have been realized at Mueller, too. Maintenance is also minimal with tote bins—they receive a routine brushout in contrast with the continual sanitary maintenance formerly required on the open trucks.

Portable

Third, the flexible tote system, in which the bins can be moved anywhere in the plant quickly and easily with a fork lift, takes little space—and floor space is extremely valuable in food plants. The bins can be placed snugly one against the other and can be tiered if desired. Mueller is not now tiering the bins, but should the number of containers be increased to handle the continued surge in production, the containers will be stacked one atop the other. By tiering only two high, tote bins can save Mueller approximately 300 percent of floor space over that required for the handling of equal amounts in the formerly-used fibre trucks.

They Do the Job

Fourth—and one of the prime reasons why the tote system was installed—the discharge of short-cut macaroni from the tote bins to packaging lines requires a total drop of 85 inches for the fragile food product. This represents a 50 percent improvement over large storage bins and an unspecified improvement over fibre containers. The

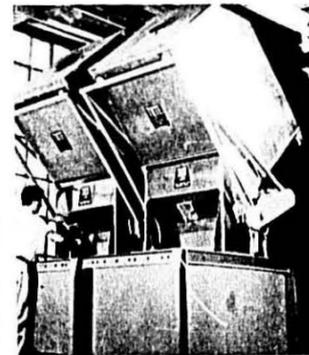
macaroni is discharged into a surge hopper built by Mueller engineers, simply by opening a bottom door on the tote bin after it has been placed on the tote tilt. The tilt, a discharge mechanism which "tilts" the bin to a 45 degree angle, assures gentle flowout into the 80-cubic-foot surge hopper with minimal breakage. Thus, an improved end product is possible.

Mueller uses about 40 bins a day in present operations. Officials say 60 bins could be filled, stored and discharged during the two-shift day without requiring additional manpower. Thus, while only one man was used under the old method, the contemplated continuing increases in production would have required at least another quarter man-day for handling. The tote system will handle the increased production with no further increase in manpower, thus effecting a 25 percent labor cost reduction.

Because the tote system offers ease of handling and versatility Mueller is able to use the bins to feed the packaging lines, store fast-moving short-cuts, and receive still other products from manufacturing units all at the same time; all under the control of one man.

This diverse use of tote bins makes manufacturing and packaging scheduling a much easier task, according to Mueller officials. The system enables them, too, to expand operations easily and economically.

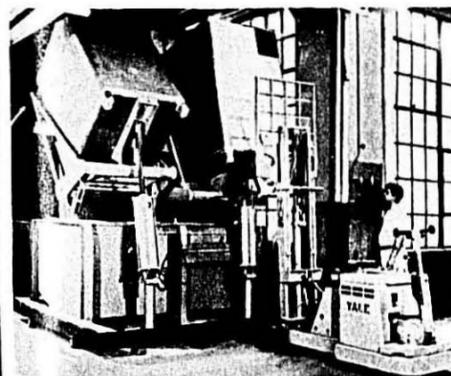
One such expansion already has been effected at the Jersey City plant in that Mueller now is serving two more packaging lines than before the tote sys-



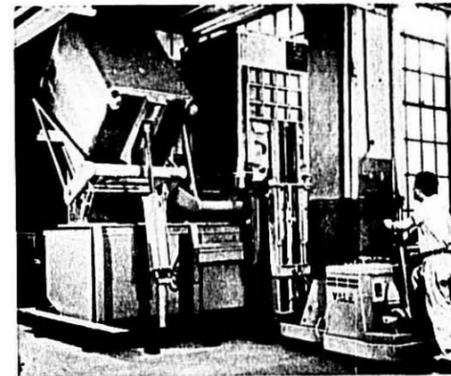
Once on Tote Tilt, employee opens Tilt hatch and, with a ratchet, opens the 74-cubic-foot Tote Bin door. The short cuts then gravity-discharge into the 90-cubic-foot surge hopper which feeds the packaging lines. The 85-inch drop represents a 50 per cent improvement over fixed storage bins; a greater one over the difficult discharging of open trucks. The breakage problem is considerably alleviated with Tote System.

tem was installed. It takes about 45 minutes to discharge fully a tote bin into the eight-ounce packaging line; about 20 to 25 minutes for discharge into the one-pound line.

Generally speaking, there rarely is more than a 12 to 16-hour gap between filling of the tote bins and their discharge into packaging. An exception to this is weekends. However, the bins could store the short-cuts indefinitely under the airtight seal.



From storage, Tote Bins are placed on a double Tote Tilt. The Tilt, also engineered and fabricated by Tote System, Inc., Beatrice, Nebraska, turns the versatile aluminum containers into self-discharge hoppers. Note discharging Bin at left. It takes approximately 45 minutes to fully discharge a Tote Bin into the eight-ounce packaging line; about 20-25 for the one-pound line.



After placing Tote Bin on Tilt with fork lift, employee switches the Tilt on. Air actuated, it gently moves the Bin into discharging position. When empty, employee will remove it to filling area for refill, and bring full Bin over to Tilt station. One man can handle everything.

**FOR YOU
ADVANCED TECHNOLOGICAL IMPROVEMENTS**

Save Space — Increase Production
Improve Quality

★ **NEW POSITIVE SCREW
FORCE FEEDER**

improves quality and increases production of long goods,
short goods and sheet forming continuous presses.

★ ★ **NEW 3 STICK 1500 POUND
LONG GOODS SPREADER**

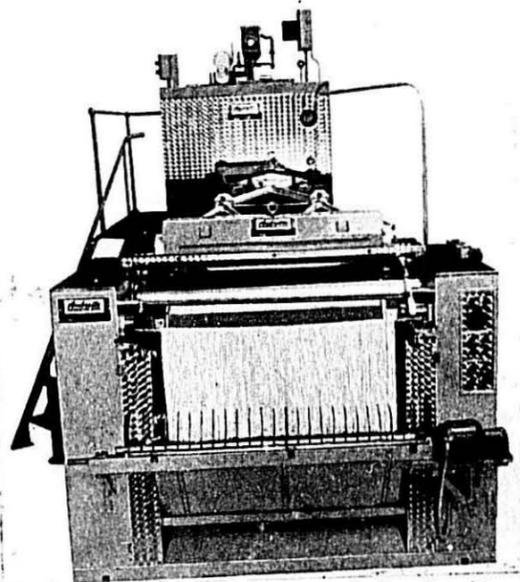
increases production while occupying the same space as
a 2 stick 1000 pound spreader.

**NEW 1500 POUND PRESSES
AND DRYERS LINES**

now in operation in a number of macaroni-noodle plants,
they occupy slightly more space than 1000 pound lines.

These presses and dryers
are now giving excellent
results in these plants.

★ Patent Pending
★★ Patented



MODEL BAFS — 1500 Pound Long Goods Continuous Spreader

**Ambrette
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Brooklyn 15, New York

THE MACARONI JOURNAL

**NEW SUPER CONTINUOUS
PRESSES**

SHORT CUT MACARONI PRESSES

Model BSCP — 1500 pounds capacity per hour
Model DSCP — 1000 pounds capacity per hour
Model SACP — 600 pounds capacity per hour
Model LACP — 300 pounds capacity per hour

LONG MACARONI SPREADER PRESSES

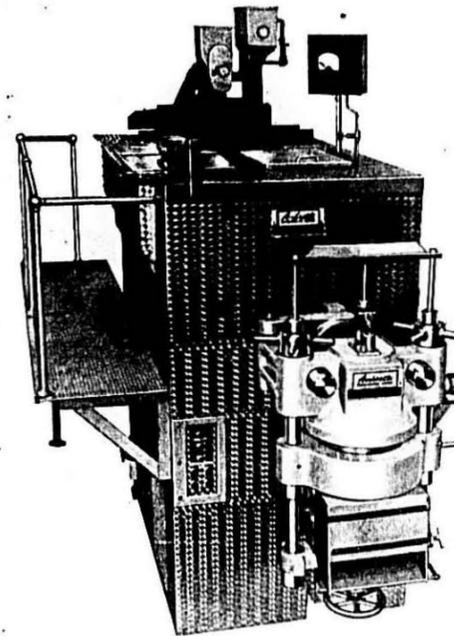
Model BAFS — 1500 pounds capacity per hour
Model DAFS — 1000 pounds capacity per hour
Model SAFS — 600 pounds capacity per hour

COMBINATION PRESSES

Short Cut — Sheet Former
Short Cut — Spreader
Three Way Combination



- QUALITY** — — — — A controlled dough as soft as desired to enhance texture and appearance.
- PRODUCTION** — — — — Positive screw feed without any possibility of webbing makes for positive screw delivery for production beyond rated capacities.
- CONTROLS** — — — — So fine — so positive that presses run indefinitely without adjustments.
- SANITARY** — — — — Easy to clean and to remove attractive birdseyed stainless steel housing mounted on rugged structural steel frame.



Model BSCP

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**Ambrette
MACHINERY CORP.**

Making the Marketing Concept Work

THE realization that marketing must accept the responsibility for marshalling all the available talents, capacities, and facilities of the whole company toward serving the best interests of the customer has now become almost universal. This principle bears many names, but the term "marketing concept" is most frequently heard.

The marketing function is no longer limited to the selling function alone—it involves the whole scope of planning, control, merchandising, advertising, promotion, pricing, service, manufacturing, and the coordination of finance, research and development with all other company functions—and the direction of these toward promoting the best interest of the business by serving the best interests of the customer.

This is a complex function. But the task of management is the same in selling macaroni as it is for selling machinery or milled products or any other commodity or service. In simple terms, the task of getting things done through people breaks down into the following major activities or responsibilities:

1. Deciding what things need to be done, how they should be done, and who should do them, and developing plans and schedules for their accomplishment.
2. Getting people to pursue the desired objectives in accordance with the established plans and schedules, and dealing on a day to day basis with the problems and difficulties that arise in the process.
3. Measuring the actual performance of people against the desired goals and plans, and taking the necessary steps to close any gaps that exist.

In marshalling all the available talents, capacities, and facilities of the whole company toward serving the best interests of the customer, the following checklist enumerates some of the elements in the marketing operation. These major subject headings will be themes for future articles in the Macaroni Journal.

Marketing Research

1. Studies involving marketing.
2. Trends and forecasts of industry sales.
3. Size and location of markets.
4. Attitudes, preferences and needs about products, services and policies.
5. Sales and distribution methods.

6. Price indexes, trends and product pricing.
7. Sales and advertising programs and coverage.

Product Planning

1. Product appraisal.
2. Analysis of cost needs and consumer habits.
3. Preparation of product specialties.
4. Product timing.
5. Price formulation.
6. Type of line to carry.
7. Control of product line.
8. Product idea processing.
9. Product information.
10. Quality control.
11. Packaging design.

Advertising and Sales Promotion

1. Advertising in all media.
2. Sales promotion including preparation and production of sales training materials.
3. Publicity, shows and fairs.
4. Production and distribution of advertising and sales promotion.
5. Advertising measures and procedures.

Sales

1. Sales analysis.
2. Sales planning.
3. Marketing development.
4. Distribution development.
5. Sales administration and control.
6. Sales contacts and customer relations.
7. Pricing.
8. Sales training.
9. Application engineering (for equipment manufacturers).

Product Service

(primarily for equipment manufacturers)

1. Provide renewal parts.
2. Technical information.
3. Product service training.
4. Warranty developments and administration.
5. Service of products.
6. Resolving customer problems.

Marketing Administration

1. Sales forecasting.
2. Sales budgets.
3. Records and statistics.
4. Expense budgets.
5. Marketing office management.
6. Production scheduling to meet sales requirements.
7. Finished goods inventory control.
8. Warehousing.
9. Order service.
10. Consignments.

Marketing Personnel Development

1. Manpower planning.
2. Personnel inventory.
3. Recruiting and selection.
4. Training.
5. Personnel development.
6. Marketing compensation.
7. Personnel relations.
8. Placement.

New Product Introduction

An unusual new product introduction is being used by the Fine Chemicals Division of Hoffman-La Roche, Inc., Nutley, New Jersey, to put its new Rovicote family of coated, taste-free B complex vitamins on the market.

The advertising and promotion campaign centers around an egg-shaped Chinese gentleman, created by the Hoffmann-La Roche advertising agency, Bennett & Chase Company, Inc. His name is No Can Chew, a name the agency devised to dramatize the fact that Roche Rovicote has overcome the great disadvantage of nobody's being able heretofore to chew the B-complex Vitamins, because they tasted bad. This made many people avoid the vitamin tablets their doctors prescribed.

The kick-off advertisement in the Rovicote trade paper campaign centered around a "Chinese Egg," one of those Oriental egg-within-an-egg-within-an-egg toys, which seemed to illustrate well the fact that Rovicote is a coating, surrounding the tablets, as the outer shell of a "Chinese Egg" surrounds those inside.

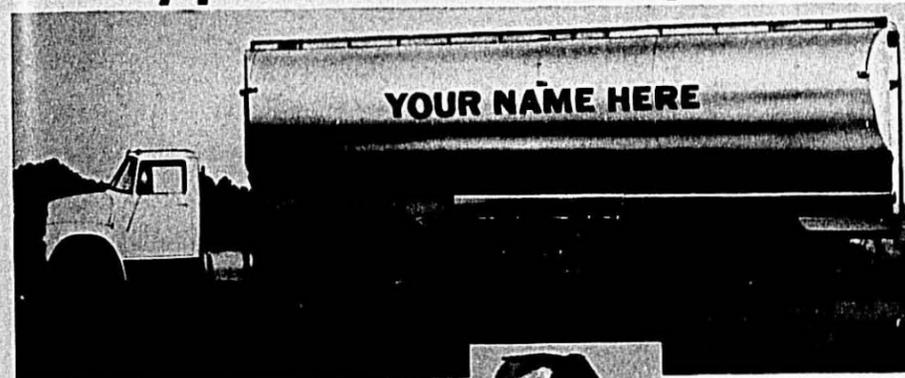
Grinning wisely from this egg illustrated in the advertisement is No Can Chew. The advertisement headline is: The case of No Can Chew and the Chinese Egg Solution or, How Roche Made Vitamins Chewable with Rovicote. Beside the headline is a Chinese inscription to the effect that Roche has made vitamins chewable. The advertisement copy briefly explains the advantages Roche has created.

Roche salesmen were provided with a varied kit of sales promotion material to use in introducing their new Rovicote.



THE MACARONI JOURNAL

NEW Low-Cost Bulk Flour Transport with industry-proved Fluidizer conveying system



Especially designed for bakers, millers and terminal operators, this new truck gives you an efficient means of handling bulk flour in volume at minimum cost from mill or rail siding to your plant. And it costs less than you would expect!

You save two ways: **FIRST** because it gives you the cost-cutting advantages of bulk flour handling; and **SECOND**, because your original investment is less. Famous Fluidizer "high air pressure" conveying system makes flour flow easily like a fluid thru hose and pipelines to your bins.

★ **CUSTOM FEATURES** to meet your needs, with 1200 or 1400 cu. ft. tank and 3 in. or 4 in. conveying lines. Tank has two compartments for 2 types of flour if desired.

★ **SPECIAL PURPOSE DESIGN** gives you a complete unit for your hauling at low cost.

★ **ALUMINUM TANK** is light in weight for maximum payload. Unusual unitized construction of the keel provides maximum rigidity.

★ **EXTERNAL HOSE CONNECTIONS** are enclosed in cabinets to prevent clogging with ice and dirt. High unloading rate permits quick turn-around time. Fully capable of conveying any distance necessary even in the largest bakeries.

Fluidizer

Most advanced in modern air handling—from car to truck to bin. Plus complete in-plant air conveying systems.

REPRESENTATIVES—Alton—M. Menchlovich Co. • Denver—Kripner & Polley Co. • Ft. William, Ont.—Northland Machinery Supply Co. • Philadelphia—Joos Equip. Co. • Mercer Island, Wash.—The Tamco Co. • Montreal—W. G. Hewings & Co. • Pasadena—Lester Scott • Houston—H. B. McDill • Orchard Park, N.Y.—D. Michael Cunningham • Omaha—William Frouden • Nashville—Systems Engineering Co. • Roanoke, Va.—W. R. Hayes • Spokane—Carter Miller Mill Flour Co.



FLUIDIZER'S AIR CONVEYING EFFICIENCY has been proved in hundreds of installations, both mobile and stationary.



DELIVERY TO USE POINTS is fast and efficient. Air-actuated discharge sections assure virtually complete clean-out for maximum sanitation.



CONTROL PANEL is simple to operate and conveniently located. Conveying equipment is also housed in the cabinet.

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Company _____
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A NEW YARDSTICK from Highlights of the Dillon Study

As presented by Lon Carl, *Progressive Grocer Magazine*, at the Fifty-Sixth Annual Meeting, National Macaroni Manufacturers Association. The first portion began on page 28 of the September issue.

The blueprint for increased productivity we are about to unfold is calculated to achieve this sort of balanced result within the framework of exciting store facilities.

The program consists of several different elements, the most important of which is a newly developed guide to grocery department space allocation.

The first step in this direction involves the grouping of items according to their end use. Syrups and molasses, for example, are displayed next to pancake mixes. Pet supplies are displayed in the pet food department, and so on.

Next we tried to do away with scattered locations of like items in each product group by creating clearly defined vertical sections wherever possible.

We also tried to do something to break up the monotony of row after row of grocery shelving by adjusting spacing between shelves to fit the products on display and by creating a number of in-gondola special display and merchandise slots.

Prime Position

Whenever practical we gave preferred or eye-level shelf positions to the items that produce the greatest dollar profit.

To help customers identify products more readily, colored shelf strips were installed in several departments.

To provide a basis for a grocery space allocation, we recorded sales of every item in the five Dillon stores.

We set up our audit so that grocery item sales could be broken down into major product groups. The percentage contribution by each group to total unit sales was then computed to provide the initial factor in our formula.

It would be impossible to literally translate this unit sales contribution percentage into space for several reasons. First of all, we know that all grocery product packages are not the same size. A can or jar of baby food is much smaller than a box of cereal. A can of corn is different from a package of aluminum foil, etc.

To make allowances for these variations in product shape and size, we

measured the cubic displacement of every item in the grocery department, and as a result, were able to develop a size of product factor for each product group to build into our guide.

We must also allow for the varying turnover rates that exist within the many different grocery product groups. Groups such as Household Supplies have their fast sellers but contain several hundred different items most of which sell only a few units per week. Thus, it becomes necessary to give certain items and product groups more space than their unit sales contribution tells us they really deserve.

Space Allocation

When all of these factors are properly weighed, we can realistically determine how much of the available space each major grocery product group should be allocated.

The choice shelf position is given to the items that produced the greatest dollar profit.

Another goal of our reallocation of display space was to remove as many permanent fixtures as possible from end of gondola positions to enlarge the special display merchandising potential of these stores.

This approach in the five stores combined increased available special display spots from 80 to 123, an addition of 43 weekly grocery merchandising opportunities.

Now, here is a brief discussion of some of the results of the Dillon Study presented by Paul Dillon, assistant merchandise manager of J. S. Dillon & Sons.

"Here is an example of the first important result to come out of this study.

"By applying the space allocation guide we found there was no real space shortage in Dillon stores—the fact is, we weren't using the space we had, to its fullest advantage.

"Here's an example.

"Before any changes were made in this store, 625 floor feet were devoted to display of all grocery items. After allocating space according to sales, we found we were able to adequately display the same range of merchandise in 547 feet and this included a cushion for new items that we know we will continue to take on.

"This opened up 78 linear floor feet for special display and expansion of general merchandise lines. Before the

change-over our average test store had 16 special display spots.

"Afterwards, the average store had 25 display locations . . . a 54 per cent increase in display opportunity. This is more exciting than it may first appear when you realize that in just one year our average store will have 468 additional merchandise displays.

"These additional display spots are literally gold mines in the light of study facts on sales and profits a display delivers.

"In the first half of the project we actually recorded results of over 734 special displays and here's what we found.

"Normal shelf sales of the items displayed were 21,568 units . . . special display increased sales 652 per cent. In dollars, special display produced an increase from \$8,548 normal sales to \$45,760 . . . a gain of 435 per cent.

"In the first half our study, 80 out of every 100 customers shopped the perimeter—39 per cent shopped the average grocery aisle.

"Traffic circulation was re-measured at the end of our second stage and after basic changes—and—

"Perimeter circulation remained the same—but in the grocery department where many changes were made, the traffic circulation rose from 39 per cent to 44 per cent—an increase of 13 per cent.

"And now we come to the ultimate, the most important measurements of all—what happened to sales and profit per store per week in the full grocery department?

"Here we see that our sales per square foot increased by 7.3 per cent and unit sales gained 6.2 per cent.

"Dollar sales were up 7.3 per cent—the margin on sales increased from 19.5 per cent to 20.1 per cent.

"The higher sales—aided by a slightly higher per cent margin on sales brought a very healthy 10 per cent increase in dollar gross profit.

GROCERY SALES AND PROFITS

Sales Per Square Foot	\$3.71	\$3.98	+ 7.3%
Unit Sales	\$46,939	\$49,856	+ 6.2%
Dollar Sales	\$15,227	\$16,345	+ 7.3%
Margin on Sales	19.5%	20.1%	+ 3.1%
Gross Profit	\$ 2,978	\$ 3,285	+10.2%
Operating Expense	14.6%	13.8%	- 4.9%

THE MACARONI JOURNAL

THE BUHLER LINE

- **Automatic Presses for Short and Long Goods**
Capacities from 550 to 1500 lbs/hr.
- **Automatic Spreaders**
Capacities up to 1500 lbs/hr.
- **Continuous Preliminary Long Goods Dryers**
Capacities up to 2000 lbs/hr, with 10-12% moisture removal. Single installation to improve existing drying facilities. Installation in combination with continuous finishing dryers.
- **Continuous Long Goods Dryers**
Capacities up to 1500 lbs/hr.
- **Automatic Storage Units for Dry Long Goods**
Permit continuous press production with discharge during one or two daily shifts.
- **Automatic Stripping and Cutting Machines for Dry Long Goods**
Capacities up to 16 sticks per minute. Single installation or in combination with automatic long goods manufacturing line.
- **Continuous Preliminary Dryers for Short Goods and Noodles**
Capacities up to 2000 lbs/hr. Single installation to improve existing drying facilities. Installation in combination with continuous short goods finishing dryers.
- **Continuous Dryers for Short Goods and Noodles**
Capacities up to 1500 lbs/hr.
- **Automatic Multipurpose Dryer for Long, Short or Twisted Goods**
The only dryer with all-aluminum structural frame and 100% plastic paneling. . . . This space saver dries .075 spaghetti in 16 hours without preliminary drying!
- **New Optimal Climate Control**
The only control system in which the product sets the drying temperature according to the rate of evaporation. No individual dry and wet bulb control.
- **Bulk Handling**
Pneumatic conveying equipment for raw materials, car and truck unloading, storage and automatic press feed. Manual or remote controlled installations.

Experienced Buhler Engineers are available to help you solve your problems.

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BUHLER BROTHERS (Canada) LTD.

24 King Street West
Toronto 1, Ontario

OCTOBER, 1960

23

"Fortunately, this program did not require additional operating expense.

"Dillons (like most other operators) have never computed the true NET profit of the grocery department.

"But by combining Study figures with a pro-rated breakdown of every operating expense (from our accounting department) we were able to determine actual grocery department net profit.

"The second period of the study produced an increase in net from a 4.9 per cent to a 6.3 per cent. A 6.3 per cent net profit in the grocery department!

"In the light of this who can say that there's no profit in packaged grocery items?

"Who can say that retailers handle these well known products—merely for customers' convenience—or traffic pulling power.

"This net profit figure has certainly renewed Dillon's enthusiasm for the tremendous opportunity in grocery merchandising—as I'm sure it will for other retailers, distributors and even manufacturers of packaged grocery products."

Publicity Highlights—

(Continued from page 6)

Ebony, May issue: "Pasta for Everyone" titled Food Editor Freda DeKnight's feature on macaroni products, which included a total of nine black-and-white photographs along with recipes. Circulation—500,000.

Secrets, June issue: "For Mealtime Variety—Spaghetti and Macaroni" was the food feature incorporating five photographs of macaroni dishes, two with National Macaroni Institute credit. Circulation—1,301,581.

McCall's, April: Chicken Noodle Soup was the "Family Favorite" food feature in this book included in two recipes and two full color photographs, three pages in length. Circulation—5,600,000.

Representing four main magazine categories—Women's Service, Chain Store, Romance and Negro, these articles have kept macaroni products well in the foreground.

Other impressive macaroni breaks appeared in Everywoman's Family Circle (January, February, June issues); Better Homes and Gardens (January issue); Parents' Magazine (April issue); American Home (March and May issues); Good Housekeeping (January issue); Woman's Day (January issue); Forecast for Home Economics (June issue); Redbook (January issue); Sunset (January issue); McCall's (May and February issues); House and Garden (June issue); True Confessions (March issue); True Story (March issue); La-

dies' Home Journal (June issue); Modern Romances (April issue); Vogue (June issue); Workbasket (March and April issues), among others.

Sunday Supplements

In nationally distributed Sunday Supplements: American Weekly—combined circulation of 10,044,396, appearing in 34 newspapers, featured macaroni product recipes, accompanying them with both color and black-and-white photographs a total of four times during the first six-month period. Company Casserole with Noodles, in color February 7; Noodles and Franks in Mustard Sauce, April 17; Quicker Spaghetti Dish, May 1; Curried Meatballs and Noodles, black and white photo, May 29.

Family Weekly, with a circulation of 4,696,000, appearing in 191 newspapers, featured "Champion Casserole" using noodles on March 6.

Suburbia Today, total circulation 1,387,056, appearing in 209 small town papers, ran a two-page color feature on Italian cookery in their March issue.

Parade, appearing in 65 papers with a total circulation of 9,541,687, featured both spaghetti and noodles (each with photograph) in the May 15th food page.

Toronto Star Weekly Magazine, circulated throughout Canada to a total of 933,036, ran "Chicken Fricassee and Noodle Nests" in their March 19th issue.

Hablemos Magazine, circulation in Puerto Rico and Spanish-speaking countries, devoted a full feature to macaroni products on March 6. Cover of the magazine was our photograph of macaroni dishes. Circulation—342,200.

Locally distributed Sunday supplements and mid-week food color pages—an impressive list of metropolitan newspapers featured our macaroni color, black and white photographs, and recipes in full page spectacles. Among these: Wichita Eagle, January 3; New York Mirror, January 17; Miami Herald, January 21; Nashville Tennessean, February 14; New York Mirror, February 21; New York Herald Tribune, March 6; Newark News, March 6; Honolulu Advertiser, March 10; New York Sunday News, March 13; San Francisco Chronicle, March 13; Milwaukee Journal, April 7; Oklahoma City Oklahoman, April 8; Los Angeles Times, May 15; Los Angeles Examiner, June 5.

Color Features

And scheduling macaroni color features to date are the following: St. Louis Globe Democrat, Buffalo Courier Express, Oklahoma City Oklahoman, Denver Post, Miami News, and the San Francisco Chronicle.

A total of sixteen releases have been distributed on an exclusive-to-editor basis in the major marketing areas. Outstanding full page features in black-and-white have appeared on a general macaroni products theme in these papers: "Mix 'N' Match . . . with Macaroni!"—Miami News; "Macaroni Products Filled with Nourishing Elements"—Los Angeles Herald Express; "Pass the Pasta"—Chicago Daily News; "It's Spaghetti Time"—Clearwater, Florida Sun; "Spaghetti"—Savannah Morning News; "Macaroni Dishes Popular Fare for Many Lenten Menus"—Pittsburgh Press; "Casseroles Simplify Summer Meals"—San Angelo Standard-Times; "Pennsylvania Dutch Meals for Spring"—Newark News.

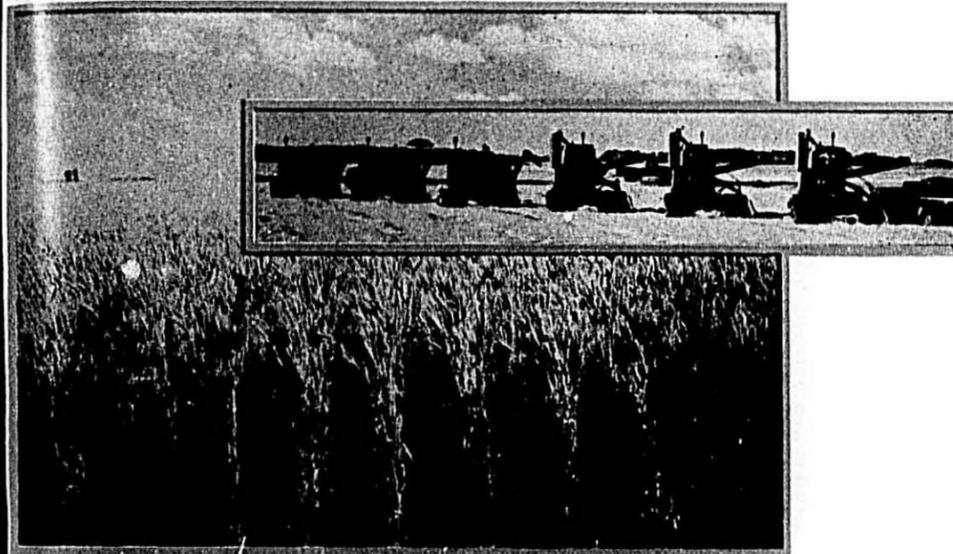
Syndicated Columns

Basic macaroni information and recipes have been serviced to the newspaper syndicates throughout the period, apart from the Salute theme to the various regions. The following syndicates have featured macaroni articles: Joan O'Sullivan, King Features—"Macaroni Products Feature"; Alice Denhoff, King Features—three different Lenten columns. Westchester County Dailies—"Pennsylvania Dutch Know Noodles"; "Macaroni Dishes Easy on Pulse String." Clementine Paddleford, New York Herald Tribune Syndicate—full page spread "Macaroni Shapes—Plain and Fancy. Mary Meade, Chicago Tribune Syndicate—"Spaghetti with Lamb Sauce"; "Noodle, Tuna, Olive Skillet"; "Meatless Dish: Spaghetti with Tomato Sauce"; "Turkey Noodle Divan." Morrison Wood, Chicago Tribune Syndicate—"Fancy Macaroni and Cheese." United Press International—"Tuna Noodle Bake"; "Tuna Noodle Nest." Gaynor Maddox, Newspaper Enterprise Association—"Seafood Casseroles"; "Orange - Curry Spaghetti Dish." Frank Kohler, General Features—"Pot Roast with Noodles." Bell Syndicate—"Spaghetti Served with Olive-Tuna Sauce." Edith Barber, General Features—"Spaghetti with Meat Sauce." Ella Elvin, New York Daily News—six different macaroni stories.

Specialized Markets

Macaroni, noodle, spaghetti dishes were featured throughout the period in all manner of farm periodicals: Farm and Ranch, Dakota Farmer, Southern California Rancher, Wallace's Farmer, Wisconsin Agriculturist and Farmer, Utah Farmer, Midland Cooperator, Mississippi Farmer, Texas Farming and Citriculture, Williamsport Grit, Western Farm Life, Capper's Weekly, Lancaster Farming, Farmers Union Herald, Iowa Farm Bureau Spokesman, Nebraska Farmer, Capper's Farmer, Prairie Farmer.

THE MACARONI JOURNAL



LANDMARKS OF NORTH DAKOTA:

the march of the combines...

North . . . the land of the vast plains of golden wheat, stretching for miles in every direction, as far as the eye can see, is an inspiration to all of us. Each fall, the march of the combines is an inspiring sight as they show the advancements of modern and mechanized agriculture in full sway. The Red River Valley of the north is a mecca of great wheat farms, and the North Dakota Mill and Elevator is situated advantageously in the heart of this miraculous wheat land.

From these plains comes 85% of the durum wheat raised in the U.S.A. We extend a warm invitation to all of you to visit this wheat land, and particularly to tour the North Dakota Mill and Elevator, which produces the semolina and durum flours so important to your macaroni products.

No. 1 in a series of landmarks of beautiful North Dakota

Grown and milled in the heart of the world's greatest durum area

NORTH DAKOTA MILL AND ELEVATOR

Flour Milling Division

Grand Forks, North Dakota

OCTOBER, 1960

85% OF THE WORLD'S DURUM WHEAT IS GROWN IN THIS AREA!

Durakota No. 1 Semolina
Prefecto Durum Granular
Excello Fancy Durum Patent Flour

Our Top Quality Durum Products



American Weekend, distributed to members of our armed forces—Army, Navy, Marine—featured four of our releases with photographs in four separate week-end editions throughout the period.

Three different mat releases with photographs of macaroni product dishes were distributed to 1500 small town areas.

A release in support of the Lenten promotion was directed to the 11,000,000 subscribers of 800 labor publications distributed to Union members in every kind of industry.

A total of nine radio and three television scripts were released in support of both Lenten and Salute themes. Each script went to 700 radio and 200 TV commentators.

During the Lenten promotion, a gift kit was released to 100 demonstrators featuring a noodle recipe. Included in the gift package were product samples of noodles, tuna, olives and evaporated milk. For theme purposes, a Spanish fan was included to be used as table decor.

Key major market cities as well as intermediate markets reported excellent usage of both radio and television scripts.

Cooperative Publicity

As in other years, the campaign to enlist the cooperation of other food publicists to include macaroni in their own releases, paid off handsomely. These releases covered the field with color and black and white photography and with recipes. They went to the major syndicates, to the food editors of the major papers, to the small town dailies and weeklies, and to house organs. Among the cooperating organizations were: Amana Freezer, American Lamb Council, American Spice Trade, Angostura Bitters, Belgian Endive Association, Brussels Sprouts Marketing Program, Canned Salmon Institute, Carnation Company, Campbell Soup Company, Danish Blue Cheese Association, Evaporated Milk Institute, Foremost Dairies, Fresh Apple Institute, Fresh Fruit and Vegetable Association, General Electric, General Foods, International Tuna Fish Association, Kellogg Company, Kraft Cheese, Kretzmer Company (Wheat Germ), National Canned Pea Council, National Dairy Council, National Fisheries Council, National Livestock and Meat Board, National Egg and Poultry Board, Oscar Mayer Meat Company, Pacific Oyster Association, Pimiento Growers Association, Reynolds Metal, Shrimp Association of the Americas, South African Rock Lobster Association, Sunkist, Swift and Company, Spanish Green

Olive Commission, Swiss Cheese Association, and the Tea Council.

Trade Press

The current industry theme, "A Salute to the '50' in 1960," the winter convention, Lenten promotions, and the North Dakota State Durum Show were all subjects of various publicity releases so far this year.

Announcement of the industry's theme for 1960 appeared widely in story and photo in chain grocery and voluntary and cooperative store publications alerting the retailers across the country to the industry's program. Some of the trade books using the material were: Food Field Reporter, Clover Farm Bee, Pacific Coast Review, American Grocer, Grocers' Guide, Missouri Grocer and Wholesale Grocers' News.

Stories and photos on the winter convention were released to the trade press and to newspapers. United Press International sent a wire photo out of Miami, "Macaroni Salutes" theme to its member newspapers around the country.

Photographs of a suggested Lenten display were released to the trade press. Canning Trade, Supermarket News, Buckeye Grocer, Food Merchandising, IGA Grocergram, Inland Empire Trade Topics, Retail Food Merchandiser and Industrial Retail Stores were among the magazines which carried the release.

Durum Drive

Starting with the opening of the North Dakota State Durum Show at Langdon on February 11th, a series of releases and photos was dispatched highlighting the macaroni industry's need for more durum. These were dispatched to 330 weekly newspapers and a score of dailies in North Dakota and parts of Montana, South Dakota and Minnesota.

The stories and photos on the durum need, appeared in such papers as the Bowbells, North Dakota Tribune with a weekly circulation of 1,050 on up to the bigger papers such as the St. Paul, Minnesota Pioneer Press with a daily circulation of 90,324.

The initial release was a story, photo and copy of a speech by Bob Green and was followed up with a photo of the National Macaroni Manufacturers Association "Sweepstakes Award" to Durum King Wallace Lee, again pointing up the shortage.

Another release went out to newspapers in the area after planting intentions were announced voicing encouragement in the higher planting inten-

tions, but repeating the industry needs again.

Food Field Reporter plus the North-western Miller, Southwestern Miller and Milling Production also received and used photos and stories on durum.

Canadian Crop—

(Continued from page 12)

acre on the average, as compared with perhaps 15 bushels per acre a year ago. In the other two provinces where durum is grown, Alberta and Manitoba, prospects are not as favorable. Southeast Alberta and adjacent western parts of Saskatchewan have had considerable crop damage from summer heat. Durum, drought resistant though it is, could not stand up against it. In Manitoba, yields vary greatly from field to field, depending partly upon which was hit by late summer rains.

Dominion bureau of Statistics preliminary acreage estimate for Canadian Durum, released August 4, 1960 shows the following:

Province	1959 Acreage	1960 Acreage
Manitoba	78,400	55,000
Saskatchewan	901,000	775,000
Alberta	39,000	53,000

The Catell Durum Institute estimates durum production in Canada this year at 17,825,000 bushels, as compared with approximately 15,000,000 bushels in 1959. The kernel may show more pronounced signs of shrinking this year despite the higher yield, because of high temperatures at time of filling. With good hot, dry harvest weather, however, the crop will be of good quality.

The social problem of the future we consider to be how to unite the greatest possible individual liberty of action with a common ownership in the raw material of the globe and an equal participation in all the benefits of combined labor.—J. S. Mill.

There is no defense against adverse fortune so effectual as a sense of humor.—T. W. Higginson.

The true university of these days is to be acquainted with what you know, and what you can do.—Meander.

If you cannot inspire a woman with love of you, fill her above the brim with love of herself; all that runs over will be yours.—Colton.

A professor can never better distinguish himself in his work than by encouraging a clever pupil, for the true discoverers are among them.—Carl Linnaeus.

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GALLIERA VENEZIA

AHEAD WITH THE MOST MODERN EQUIPMENT FOR THE MACARONI INDUSTRY

PROVEN AROUND THE WORLD FOR OUTSTANDING PERFORMANCE

COMPLETE LINE OF VACUUM PRESSES
(TO 1600 POUNDS PER HOUR)

AUTOMATIC SPREADERS

PRELIMINARY DRYERS FOR LONG AND SHORT GOODS

CONTINUOUS AUTOMATIC DRYERS FOR LONG AND SHORT GOODS

SPECIALTY MACHINES FOR COILED GOODS AND BIRDS' NESTS

SPECIAL AUTOMATIC PRELIMINARY AND FINAL DRYERS FOR ABOVE

DIE WASHERS FOR ROUND AND RECTANGULAR DIES IN ONE UNIT

COMPLETE ENGINEERING SERVICE AT YOUR DISPOSAL FOR DESIGN OF NEW PLANTS AND FOR MODERNIZATION

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WOrth 2-7636

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P.O. BOX 862,
LOS ANGELES 28, CALIFORNIA

PRECISION!

HAIL TO THE SOUTHWEST

THINGS are big in Texas. Today tall buildings tower toward the sky in fast growing cities where the pioneers once built simple homes of adobe, sod, or wood. Oil derricks are the skyscrapers of the prairies. Livestock, cotton, and grain flourish on the huge ranches and fertile farms of the state which has more acres farmed and the greatest number of farms in the country.

Texas is the only state of the Union which was once an independent republic. It is commonly called The Lone Star State because of the single star on the state flag. The word "Texas" comes from "Tejas," the name of a confederation or league of Indian tribes. The word probably means "friends" or "allies."

Sunshine

New Mexico, the Land of Sunshine, was named by the Spanish conquerors who came searching for the mythical seven cities of gold. They found the culture of the Pueblo Indians but stamped the Spanish influence upon all phases of all life which continues even today. Great herds of livestock graze upon its plains and in the forested highlands. Modern irrigation and dry farming methods achieve miracles in the desert.

Arizona, the Grand Canyon State, has less than two per cent of its 72,000,000 acres under cultivation. While most of this is under irrigation, few states produce greater yields per acre than does Arizona. Cotton has become the state's most important crop, and citrus rates high. Winter increases of new durum varieties have taken place here, and one recent variety was named for the city of Yuma.

Spanish Influence

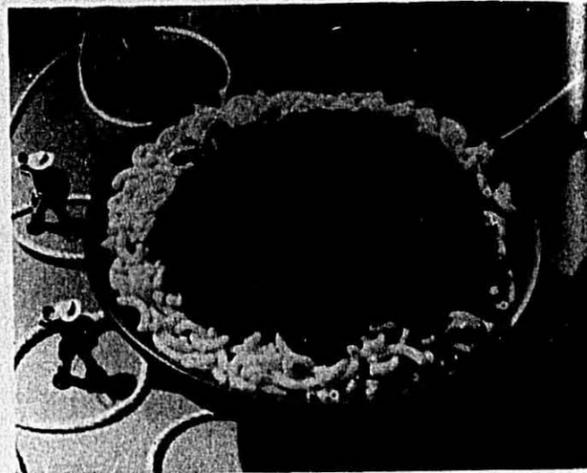
Arizona's grasslands support many herds of livestock. The mountains where Coronado once hunted in vain for gold today yield mineral wealth beyond his wildest dreams. The dry, healthful climate of the state attracts health-seekers and tourists from all parts of the world.

Because the Spanish influence still persists and because Mexican food is popular in the diet of the Southwest, the National Macaroni Institute presents recipes for the ever popular Chili Mac. Here are two popular versions, one with beans and one with beef. Take your choice.

Chili Macaroni

(Makes 4-6 servings)

2 tablespoons butter or margarine
1½ pounds ground beef round
1 medium-sized onion, chopped



Chili Mac—Tomato Council photo.

1 medium-sized green pepper, chopped
1 1-pound can tomatoes
1 1-pound 12-ounce can tomato puree
¼ teaspoon salt
2½ teaspoons chili powder
2 cups elbow macaroni (8 ounces)

Melt butter or margarine. Add beef, onion and green pepper and cook over low heat until browned, stirring occasionally. Add undrained tomatoes, tomato puree, salt and chili powder and heat to boiling point. Gradually add macaroni so that tomato mixture continues to boil. Cook uncovered, stirring occasionally, until macaroni is tender.

Chili Macaroni with Beans

(Makes 4-6 servings)

1 tablespoon salt
3 quarts boiling water
2 cups elbow macaroni (8 ounces)
3 tablespoons butter or margarine
½ cup diced green pepper
2 medium-sized onions, thinly sliced
1 15½-ounce can chili con carne with beans
¾ cup tomato juice

Add one tablespoon salt to rapidly boiling water. Gradually add macaroni so that water continues to boil. Cook uncovered, stirring occasionally, until tender. Drain in colander.

Melt butter or margarine over medium heat; add green pepper and onions and saute until tender. Add macaroni, chili and tomato juice; mix well. Cook over low heat until thoroughly heated, stirring occasionally.

Good as Gold

In honor of the Yukon expedition in which world traveler Jack Bremer subsisted mainly on Mrs. Grass' dehydrated soups, the I. J. Grass Noodle Company had a special assay certificate printed and mailed to its buyers from Alaska to make them aware of the trip. Bremer, who has chalked up many "world firsts," took a large supply of Mrs. Grass' Chicken-Y-Rich Noodle Soup with him this summer when he started the 2,300-mile trip down the Yukon River from its source at Whitehorse, Yukon territory, Canada, to its mouth at the Bering Sea on his 34-foot houseboat. This is the first time anyone has attempted to navigate the Yukon River with a houseboat. The certificate, patterned after an authentic official government assay report such as those used in Alaska, lists the nutritional contents of Mrs. Grass' "golden nugget," as "rich in vitamins, rich in minerals and worth its weight in gold." Bremer, native of Forest Lake, Illinois, was the first man to cross the Beaufort Sea in an outboard motor boat. He also was the first to travel the entire length of the West Coast in an 18-foot craft and made a similar trip from New York to Cuba.

Caesar Pucci

Caesar Pucci, founder and retired owner of the Cicero Macaroni Company, Berwyn, Illinois, died August 14 at the age of 68. He leaves his widow, Gina, and a son, Harold.



Wow!

What a delight! Bring on more of those wonderful macaroni products made from Commander Larabee's Comet No. 1 Semolina. That's what I call eating mighty "high on the durum."

Yes, from tots



to teens...



the durum taste is tops!

COMMANDER LARABEE



Durum Division

A DIVISION OF ARCHER-DANIELS-MIDLAND • MINNEAPOLIS

OCTOBER, 1960



Complete Dinner

The first spaghetti and meat ball dinner complete in one package is being introduced this fall by Chef-Boy-Ar-Dee, according to an announcement from American Home Foods.

Providing the family with a spaghetti and meat ball dinner in 12 minutes at less than 18 cents per serving, the new Chef product will contain eight ounces of spaghetti, sauce with eight meat balls, grated cheese, and all the fixings needed for a complete spaghetti and meat ball dinner.

National and local advertising will kick-off the addition to Chef Boy-Ar-Dee's spaghetti dinner line, which previously had included sauce with meat and sauce with mushrooms.

Big Advertising Program

Full-page, full-color advertisements for Chef Boy-Ar-Dee products, appearing in October issues of 13 mass-circulation consumer magazines, will offer dealers an opportunity to ring up extra profits by taking advantage of the pre-selling job that will be done by the advertising.

One of the hardest-selling and most highly-concentrated Italian style-food magazine ad programs on record, the ads will feature Chef Boy-Ar-Dee Pizza Mix, Spaghetti Dinner with Meat Balls, Ravioli, Beefaroni and other Chef favorites. Aggregate circulation of the magazines in which the ads will appear will be well over 54,000,000.

The October magazine schedule includes Life, Look (two issues), Saturday Evening Post, Ladies' Home Journal, Good Housekeeping, McCall's, Everywoman's Family Circle, Woman's Day, Red Book, Seventeen, True Story, Parent's and Ebony. Continuing radio and TV advertising, both network and local, newspaper advertising and billboards in selected areas, will add their selling power to that of the magazine program.

To help dealers tie in with the October advertising for Chef products, a

colorful variety of store display material will be available.

Sales Manager Moves

The family has started to call him "Colonel, Sir." Rose Marie (his wife) has entered him in the Derby.

Now, he's working on a spaghetti-julepe recipe.

Since Dominic Palazzolo of Delmonico Foods has moved from Cincinnati to Louisville, he's gone Kentuckian all the way.

Noodle Cake

Mmm . . . couldn't taste better says Donald Grass, Vice-President in charge of Sales and Advertising for the I. J. Grass Noodle Company, as he samples a "Noodle and Nut Velvet Crumb Cake," created by Lesley Ann Messina of Chicago. The 11-year-old girl won first prize in a cooking contest held annually at a fair in Chicago which is attended by over a quarter of a million persons. The contest, sponsored by the Grass Company, was open to all cooks—male and female—regardless of age. The contestants had to create an original dish using one of Mrs. Grass' products to qualify for the event. Judges included cooking editors from the Chicago newspapers and local disc jockeys. The first place trophy was presented to Miss Messina by Grass. Second and third place winners who also won trophies made: a "Pork Chop and Noodle Casserole," and a "Steak in the Grass."



La Rosa Introduces "Space Wheels"

La Rosa Space Wheels—a new 8 oz. package featuring "Macaroni X-99"—is now being introduced in all La Rosa markets by V. La Rosa & Sons, Inc., it was announced by Peter La Rosa, president.

"After extensive market research, we became convinced that our present



space age needed a 'space macaroni,' Mr. La Rosa said.

He added that recent test marketing of the new La Rosa Space Wheels in certain key areas "more than bore out this prediction."

To promote La Rosa Space Wheels, the company is offering what it considers one of its finest premiums in years. This is a X-99 Space Wheel, which can soar over 300 feet in space, and a Jet Gun Launcher, 5 full inches in size. To obtain the Space Wheel and Jet Gun Launcher, a handy coupon is featured on the back of the package with complete details of the premium offer.

"We intend to promote our new product and the premium offer extensively," Mr. La Rosa said.

He pointed out that extensive TV coverage was now being scheduled, utilizing children's television shows. Among the areas to be covered are: Albany-Schenectady, N.Y.; Hartford-New Haven, Conn.; New York, N.Y.; Philadelphia, Pa.; Providence, R.I.; Chicago, Ill.; Milwaukee, Wis.; Pittsburgh, Pa.; Boston, Mass.; and Jacksonville-Tampa-St. Petersburg and Miami, Fla.

Another feature of the new La Rosa Space Wheels is its new modern four-color package, which was especially designed for this product. On front is a round transparent plastic window through which the space wheels can be seen. On back is the premium coupon and a photo of the X-99 Space Wheel and Jet Gun Launcher. The sides of the package contain directions on how to cook La Rosa Space Wheels as well as flavorful recipes, for such dishes as Space Wheels with Meatballs.

Also designed for the new product—with food stores in mind—is a special colorful shipping carton containing twelve 8 oz. packages of the new La Rosa Space Wheels.

THE MACARONI JOURNAL

AMERICA'S LARGEST MACARONI DIE MAKERS SINCE 1903

Management continuously retained in the same family.

- BRONZE ALLOYS
- STAINLESS STEEL
- SPECIAL ALLOYS
- TEFLON

Satisfied customers in over twenty-five countries

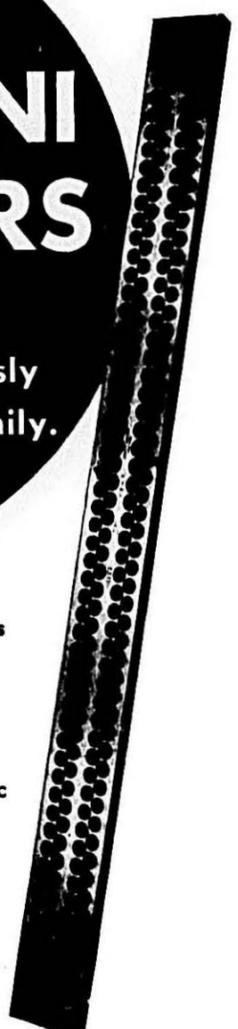
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D. MALDARI & Sons, Inc.
557 THIRD AVE. BROOKLYN 15, N.Y., U.S.A.



THE ETERNAL CITY

ALL EYES are on Rome, scene of the 1960 Olympic Games.

As Greece was the source of western European culture, Rome was its unifier, its lawgiver, its mason, and roadbuilder. The Roman Empire, once extending over the Mediterranean and over all western Europe, left behind it a common denominator in the language spoken from the days of The Republic till now. After St. Peter's martyrdom at Rome, that city became the center from which Christianity spread to all corners of the earth. The European Study Tour, sponsored by the National Macaroni Manufacturers Association and scheduled for mid-April to mid-May, 1961, will start in Rome.

Rome is some fourteen hours by air from New York in piston plane; about seven and a half hours by jet. Rome can best be seen, said Pope Pius IX, in three days, or three years. And in three days the best thing is first to drive up and down all the seven hills and see the outsidings of the Colosseum; the Roman Forum; the Palazzo Venezia; the three basilicas (Saint John Lateran, Santa Maria Maggiore, and San Paolo fuori le mura); the Campidoglio, designed by Michelangelo, with the great statue of Marcus Aurelius; the Quirinal; the Scala Santa; the Pantheon; the Circus Maximus; the Baths of Caracalla (where the most splendid operas are given nightly through the summer); the Roman Capitol; the Spanish Steps; the graves of Shelley and Keats; the Piazza di Spagna; the arches of Constantine, Titus, Septimius Severus, and five others; the Basilica Iulia; the Baths of Diocletian; the first-rate new railway station; the Corso, with the Piazza Colonna and the Column of Marcus Aurelius; the Piazza del Popolo; the Pincio, with the gardens wherein is the Villa Borghese; the Villa Medici; the Mausoleum of Augustus and the Ara Precis; Il Gesu; the Piazza Navona with its fountains; the great bridge of Saint Angelo, built by Hadrian; and the sinister Castle of Saint Angelo; the Pyramid of Cestius; and, of course, Saint Peter's and the Vatican, guarded by the Swiss Guards.

Then go inside—anywhere—and your three days will be three years before you are done. The Catacombs, a drive along the Appian Way, the Sistine Chapel, and the Venus Anadyomene; the Villa d'Este, and the Villa of Hadrian in nearby Tivoli are among the many essentials to everyone's Roman holiday.

Macaroni manufacturers will be glad to know that on Monday, April 17, a



Piazza del Popolo—Square of the People seen from the Pincion Hill, Rome. Italian State Tourist Office—ENIT.

visit has been scheduled at the Pantanella macaroni plant, and that on Tuesday afternoon, April 18, a meeting with General Confederation of Italian Industries, Confindustria, is scheduled for Piazza Venezia, 11, Wednesday will be a full day of leisure.

Then onward to northern Italy, where you will look up in wonderment at the unequalled architecture of churches, cathedrals, palaces and towers. Alongside the old there are often modern buildings, strangely harmonious, in the dwellings of the poor. Across cramped streets or courtyards where political discussions turn to arguments and the airing of purely personal grievances over dancing lines of wash, the settings vie with the picturesque patter. Everything in demonstrative Italy turns to tears or laughter or song, frequently all three at once.

"Everything in Italy is not only cultivated but loved," writes the poet, Stephen Spender. "It is the country where the material is most often used to express human qualities. . . . It is as though in this country blood had veins which flowed through marble statues. This human expressiveness has affected the whole land, and it communicates itself everywhere."

Italy is the first of four countries to be visited on the European Study Tour. Switzerland, Germany and France are also included in the four-week itinerary.

Reservations are coming in with deposits for transportation and accommodations. The National Macaroni

Manufacturers Association is requiring a deposit for firm reservations in order to make the payments necessary to hold plane and hotel reservations. Details are available from Robert M. Green, Executive Secretary of the Association, at Box 336, Palatine, Illinois.

Exports to Italy

Italy has recently purchased about 4,000,000 bushels of durum for export from Canada, this transaction apparently prompting the Canadian Wheat Board to rescind all durum delivery quotas from farms. The Italian buying is attributed to a sharp drop in home production on account of dry weather. The weather has not been ideal for wheat in most of Western Europe this season, with Italy apparently hit hardest.

Flour Exports

United States flour exports rose 13 per cent in the crop year of 1959-1960, according to data compiled by the Export Department of the Milling National Federation.

Durum flour and semolina exports amounted to 245,879 cwts., up from 233,782 in the preceding year. This was the largest quantity since the 1947-1948 clearances of 247,234 cwts.

We must all hang together, or assuredly we shall all hang separately.—Ben Franklin.

THE MACARONI JOURNAL

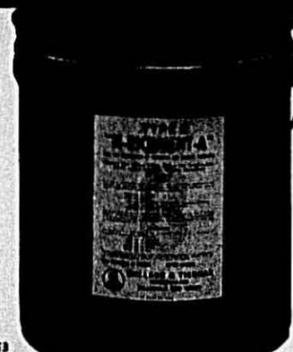
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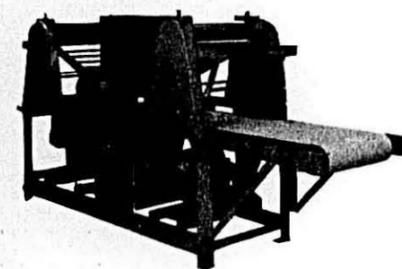
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EST. 1920

Consulting and Analytical Chemists, specializing in all matters involving the examination, production and labeling of Macaroni, Noodle and Egg Products.

- 1—Vitamins and Minerals Enrichment Assays.
- 2—Egg Solids and Color Score in Eggs, Yolks and Egg Noodles.
- 3—Semolina and Flour Analysis.
- 4—Rodent and Insect Infestation Investigations. Microscopic Analyses.
- 5—SANITARY PLANT INSPECTIONS AND WRITTEN REPORTS.

James J. Winston, Director
156 Chambers Street
New York 7, N.Y.



Western States Representative for macaroni factory suppliers and repairing specialists for dies and macaroni presses.

Manufacturers of ravioli and tamale machines.

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DURUM SEMOLINA GRANULAR FLOURS

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Doughboy

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Milling Division New Richmond, Wis.

Quality Since 1856

WAY BACK WHEN

40 Years Ago

• "The macaroni industry is floundering around in a business slump that will bring disaster on any who fail to practice caution. The slump should be of short duration. It is solely due to economic measures to which the large buyers have been driven as a matter of self-preservation." So that conditions could be considered a special meeting was called for Atlantic City on November 16, 1920.

• Federal Trade Commission had under consideration five questions dealing with unfair trade practices in the macaroni industry: slack-filled packages, subsidizing jobbers' salesmen, minimum weight packages, false and misleading labels, premiums to the trade.

• Factories for Sale. One plant offered had a capacity of thirty barrels. Another had fifteen, but also had two dwelling houses of twelve rooms. "Good location for business. Big opportunity."

• Calling for better prices, a letter to the editor says: "Now that macaroni has become a staple food product in this country, it is to the best interests of the consumer and to the public in general, that the industry should get on a profitable basis so that it may progress."

30 Years Ago

• "For a permanent gain—the macaroni industry has wisely chosen to cooperate in a nationwide advertising campaign to create new users, and consequently, more customers." Cover copy.

• Requests for the Jean Rich cookbook poured into National Advertising Headquarters in Indianapolis at an average rate of more than a thousand a day after the first cooperative advertisement of the National Macaroni Manufacturers Association appeared in magazines.

• A new factor in distribution—a wagon and motor truck jobber was averaging between 40 and 50 calls a day per truck, servicing between 240 and 300 retailers each week.

• Two percent ten days is 36 percent annually. The National Association of Credit Men pointed out that probably more businessmen would make an effort to increase their working capital if they realized how much they sacrificed through inability to discount their bills.

20 Years Ago

• War threatens, but business must go on. An editorial called for faith in quality, confidence in work and cooperation. • Shall we fortify? It was observed there was a loss of vitamins in milling but that some were retained. "Several

macaroni makers are adding Vitamin B Complex, also D, to a portion of their output, offering their products more or less as health foods at prices well above the regular market. The answer to further fortification must await further experimentation."

• "Weak" Weeks—a writer observes: "There is an over-abundance of special weeks, because most of them are truly weakly supported. I find this to be true of National Macaroni-Noodle Weeks. They are nicely planned. They are properly publicized, but they are weakly celebrated by the very fellows who stand to profit most from their proper and continued observance. Just what is behind this 'disinterested,' 'do-nothing' attitude adopted by so many of us? Are we ashamed of publicizing our products? Are we afraid that a good word for this fine food may be a good word for our competitor?"

• The Forty Hour Week. The Fair Labor Standards Act which became effective October 24, 1938, provided that for the first year of its operation, employees should receive a minimum wage of 25 cents an hour, with overtime at the rate of time-and-a-half the regular wage rate for all hours in excess of 44 worked in any work week. Beginning October 24, 1940 the maximum work week without overtime was established at 40 hours. The minimum wage rate was 40 cents an hour.

10 Years Ago

• Successful Macaroni Week—200,000 four-color Macaroni Week posters helped merchandise macaroni, spaghetti and egg noodles, publicized in a national program by the National Macaroni Institute.

• A special conference was called at Grand Forks, North Dakota, for November 6 to discuss the heavy damage done to durum and other wheat and grains by a new rust, typed as 15B. Maurice Ryan led the macaroni delegation.

• E. G. Minard of the C. F. Mueller Company wrote in Food Topics: "This is how I'd promote macaroni if I were a grocer." He stressed display, variety, and appeals of economy, appetite appeal, nutritional advantages, ease of preparation, and convenience of storage.

• Building Boom. Announcements for new plants were made by A. Zerega's Sons in Fair Lawn, New Jersey; Buitoni Corporation in South Hackensack, New Jersey; American Beauty Macaroni Company in Denver; Golden Grain Company in San Leandro, California. The Creamette Company of Minneapolis

CLASSIFIED ADVERTISING RATES

Display Advertising.....Rates on Application
Want Ads.....75 Cents per line

WANTED—Subscribers to the Macaroni Journal: your sales representatives, brokers, department heads, key customers, and others who want to know what's going on in the macaroni field. Annual subscription rate: \$4 domestic; \$5 foreign. Reduced rates for groups over 10. Contact the Macaroni Journal, Box 336, Palatine, Illinois.

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Prince Appointments

Prince Macaroni of Lowell, Massachusetts has recently announced two additions to its administrative personnel.

Mr. Joseph P. Pellgrino, Jr. of Andover, Mass. has been named assistant secretary and director of the corporation. In addition to these duties Mr. Pellgrino will work with the national sales director in formulating overall sales policy for the United States, Canada and Puerto Rico.

Before joining Prince Mr. Pellgrino served with the Yankee Network. He is a graduate of Harvard University. Prince also named Daniel E. Cohen of Providence, Rhode Island, as

Vice President

Lester S. Swanson has been selected Vice President in charge of Durum Sales of the Russell Miller-King Midas Mills, milling division of F. H. Peavey & Company, Minneapolis.

Mr. Swanson started in the traffic department in the Minneapolis office in 1925. In 1935 he moved to Louisville, where he worked in the bakery flour sales department covering that area. In 1943 he returned to Minneapolis to be associated in the durum sales department, and has been Durum General Sales Manager for the past ten years.

He began construction on a new addition to its present plant in Minneapolis.

THE MACARONI JOURNAL

How to make your macaroni and noodle products better

One word gives the answer—*enrichment!*
Why does enrichment make them better? Because enriched foods are nutritionally more valuable. People want nutritious foods. Enrichment makes food more nutritious. You should make your products more nutritious by enriching them. Qualified authorities—physicians, nutritionists, dietitians—support enrichment.

'ROCHE' SQUARE ENRICHMENT WAFER for batch mixing

1 wafer, to 100 lbs. of semolina, disintegrated in a small amount of water and thoroughly mixed in your dough, gives a macaroni or noodle product fully meeting the minimum FDA requirements (per lb.—4 mg. vitamin B₁, 1.7 mg. vitamin B₂, 27 mg. niacin, 13 mg. iron). Only Roche makes SQUARE enrichment wafers designed for easier, accurate measuring and to mix in solution within seconds.



ENRICHMENT PREMIX CONTAINING 'ROCHE' VITAMINS

for mechanical feeding with any continuous press

1 ounce of this powdered concentrate added to 100 lbs. of semolina enriches to the same levels as above. We have helpful information on available mechanical feeders.

ROCHE® Fine Chemicals Division

HOFFMANN-LA ROCHE INC., NUTLEY 10, NEW JERSEY

ENRICHMENT WAFERS AND PREMIX DISTRIBUTED AND SERVICED BY WALLACE & TIERNAN CO., INC., BELLEVILLE 9, N. J.

Tie in with National Macaroni Week, October 20-29, 1960

New Betty Crocker full color recipe booklet to help sell macaroni, spaghetti and noodles



General Mills has created a new series of recipes for macaroni, spaghetti and noodle main dishes which have been tested by homemakers across the country. Some recipes are adaptations of Italian masterpieces. Some are variations of old favorites. Others have never before been in print. All are good and easy to prepare and intriguing to housewives who continually look for exciting and different foods to serve their families and guests.

We've assembled these recipes in a full color illustrated booklet that fits into both recipe box and standard 3-ring binder.

And we make this booklet available to you—with your own brand imprint on the front cover at less than cost. You can use it as a package enclosure, for a pass-out at super markets, for a package mail-in offer, and a newspaper ad write-in or coupon offer—any kind of sales inducement you wish.

Ask your General Mills representative for a sample copy and prices, or write...

DURUM SALES

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